

NATIONAL PROCESSED FOOD TRADE SA DIRECTORY

2017/8 EDITION

On behalf of the Department of Trade & Industry (the dti), the Department of Agriculture, Forestry and Fisheries (DAFF) and Food South Africa we cordially invite your participation in the dedicated "Processed Food Trade SA 2017/8" directory.

First published in 2002, the annual directory until 2016 featured limited information on processed foods together with fresh export produce. With Government's ongoing drive towards value-added agricultural products and exports, the industry stakeholders requested a dedicated, processed-focused resource to market South African products internationally.

We are confident that the directory will immediately established itself as an invaluable resource and contribute to the growth of this important economic sector. As before, Malachite Media Services will conduct the directory's publication management. The following is a summary of the most important information:

Formats: Crown-size (A4 less 20%) book and eBook
Impression: 5 000 books
Launch: Anuga, Cologne, Germany (7-11 October 2017)

Distribution period: October 2017 to September 2018

Distribution profile: ***Domestic***

- All Food South Africa members
- Participating companies and organisations
- Buyers and food trade visitors to SA
- High Commissions, Embassies and Trade Offices in South Africa
- Selected domestic events during 2017/8 in which the industry participates

National Institutions

- Department of Agriculture, Forestry and Fisheries (DAFF)
- Department of International Relations and Cooperation (DIRCO)
- Department of Trade and Industry – Trade and Investment South Africa (TISA)

International

- The dti will distribute the directory internationally at all national pavilions, i.e: Anuga Germany (October), Gulfood (February), Foodex Japan (March), SIAL China (May), Iran Agro (May), World Food Moscow (September)
- South African High Commissions, Embassies and Trade Offices

Registration: For inclusion in the 2017/8 directory, confirm your company details by completing the attached Reply Sheet and email it to Gerdie de Beer at daff@foodtradesa.co.za.

Deadlines: ***Booking deadline***
- Friday, 18 August 2017
Material deadline
- Thursday, 31 August 2017

Enquiries: For directory related enquiries, contact Gerdie at daff@foodtradesa.co.za or telephone us on 086 111 1104.

We trust that you will take the opportunity to participate in this national marketing and promotion initiative.

Yours faithfully,



Gerdie de Beer

Malachite Media Services

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REPLY SHEET: 2017/8 EDITION – PAGE 1 of 2

- **CONTACT INFORMATION** *(Please verify, correct and complete the following information as it should appear in the Processed Food Trade SA 2017/8 directory and website)*

Company/Organisation:

VAT Number:

Postal Address:

Telephone:

Fax or Mobile:

Company e-Mail address:

Web address:

Marketing Contact Person eMail:

Social Media: Facebook: ☐ Google+: ☐ Instagram: ☐ LinkedIn: ☐ Pinterest: ☐ Twitter: ☐ YouTube: ☐

- **PARTICIPATION FEES AND DEADLINES** *(Please note that the participation fees exclude V.A.T. or Agency Commission)*
All entries are also featured on the publication's website (www.foodtradesa.co.za) for the calendar year the guide is in use.

Participation fees:
Option 1: R3,500 for a branded listing (All contact detail, logo & optional 30-word description)
Option 2: R7,500 for a half page entry (includes Option 1)
Option 3: R12,500 for a full page entry includes Option 1)
Option 4: R19,500 for a double-page spread entry (includes Option 1)

Participation: To confirm your participation and contact detail, complete and email this page to gerdie@malachite.co.za no later than Friday, 18 August 2017.

Material deadline: Publication material has to be submitted by Thursday, 31 August 2017.
 (Contact us if you want to make use of our design service or requires technical advice with your entry.)

- **EXTENT OF PARTICIPATION** *(Please indicate the extent of your company/organization's participation)*

Option 1: Branded Listing entry

Option 3 : Full page entry

Option 2: Half page entry

Option 4 : Double-page spread entry

- **SERVICE CATEGORIES** *(Please indicate which categories applies to your company)*

<input type="checkbox"/> Produce Processor	<input type="checkbox"/> Logistic, Control and IT Services	<input type="checkbox"/> Forwarding and Clearing
<input type="checkbox"/> Processing Equipment Supplier	<input type="checkbox"/> Exporter / Trader / Agent	<input type="checkbox"/> Freight Handling and Transport
<input type="checkbox"/> Packaging and/or Print Supplier	<input type="checkbox"/> Refrigeration and Cold Storage	<input type="checkbox"/> Industry Support Services

- **ACCREDITATION & CERTIFICATIONS:** _____

- **30-WORD COMPANY DESCRIPTION: (Optional)** _____

- **PRODUCE CATEGORIES** *(Please indicate which produce categories applies to your company) A more detailed list is on p2.*

<input type="checkbox"/> Fruit & Nuts	<input type="checkbox"/> Oil Crop Products	<input type="checkbox"/> Other Beverages	<input type="checkbox"/> Poultry & Eggs
<input type="checkbox"/> Vegetables & Legumes	<input type="checkbox"/> Sugar Crop Products	<input type="checkbox"/> Sauces & Soups	<input type="checkbox"/> Red Meats
<input type="checkbox"/> Fruit & Veg Juices	<input type="checkbox"/> Grain Crop Products	<input type="checkbox"/> Spices & Additives	<input type="checkbox"/> Seafood
<input type="checkbox"/> Tubers & Fungi	<input type="checkbox"/> Alcoholic Beverages	<input type="checkbox"/> Ready-made Meals	<input type="checkbox"/> Dairy Products

- **PROCESSING CATEGORIES (Processors only)** *(Please indicate which produce processing categories applies to your products)*

<input type="checkbox"/> Dried / Sugared / Dehydrated	<input type="checkbox"/> Smoked / Cured	<input type="checkbox"/> Pickled / Jellied
<input type="checkbox"/> Cold / Hot Pressed	<input type="checkbox"/> Fermented / Cultured	<input type="checkbox"/> Chilled / Frozen
<input type="checkbox"/> Baked / Fried / Grilled	<input type="checkbox"/> Vacuumed / Modified atmosphere	<input type="checkbox"/> Pasteurised (incl. HPP)

- **PACKAGING CATEGORIES (Processors only)** *(Please indicate which packaging categories applies to your products)*

<input type="checkbox"/> Canned	<input type="checkbox"/> Bottled	<input type="checkbox"/> Tubbed	<input type="checkbox"/> Bagged	<input type="checkbox"/> Wrapped	<input type="checkbox"/> Boxed
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- **FREE AND ADDITIONAL COPIES OF THE BOOK**

All participants receive free copies. These and orders for additional copies will be mailed or delivered directly after the launch.

Please send me additional copies of the directory @ R150.00 ea (postage included).

- **AUTHORISATION**

The information on this page has been verified and authorised by (Name) _____
 on behalf of Glanbia and submitted as a binding order.

Date: _____

Signature: _____

PROCESSED FOOD TRADE SA DIRECTORY REPLY SHEET: 2017/8 EDITION – PAGE 2 of 2

• COMPANY/ORGANISATION:

• PRODUCT PAGES FEATURED IN THE DIRECTORY (Processors who export only)

Your company name and location will be added on the product page(s) if you are both a processor and exporter.

FRUIT & NUT PRODUCTS

☐ Dried Fruit ☐ Frozen Fruit ☐ Fruit Peel ☐ Macadamias ☐ Pecans ☐ Prved. Fruit

VEGETABLE & LEGUME PRODUCTS

☐ Beans (green) ☐ Dried Legumes ☐ Dried Vegetables ☐ Frozen Legumes ☐ Frozen Vegetables
☐ Green Peas ☐ Prved. Gherkins ☐ Prved. Tomatoes ☐ Prved. Vegetables (mixed or other)

FRUIT & VEGETABLE JUICES

☐ Apple Juice ☐ Cranberry Juice ☐ Grape Juice ☐ Grapefruit Juice
☐ Juice Blends ☐ Orange Juice ☐ Pineapple Juice

TUBERS & FUNGI PRODUCTS

☐ Mushrooms ☐ Onions ☐ Potatoes

OIL CROP PRODUCTS

☐ Groundnuts ☐ Margarine ☐ Olives / Oil ☐ Palm Oil / Kernels ☐ Soya Oil / Beans ☐ Sunflower Oil / Seed

SUGAR CROP PRODUCTS

☐ Sweeteners ☐ Cane/Beet Sugar ☐ Honey ☐ Confectionary

GRAIN CROP PRODUCTS

☐ Baked Goods ☐ Cereals ☐ Maize ☐ Malt & Drinks
☐ Oats ☐ Sweetcorn ☐ Pasta ☐ Wheat

ALCOHOLIC BEVERAGES

☐ Beer ☐ Brandy / Cognac ☐ Cider ☐ Gin ☐ Liquers
☐ Rum ☐ Sparkling Wine ☐ Vodka ☐ Whiskey ☐ Wine

OTHER BEVERAGES

☐ Coffee ☐ Honeybush Tea ☐ Rooibos Tea ☐ Soft Drinks ☐ Flavoured Water ☐ Pure Water

SAUCES & SOUPS

☐ Prepared Sauces ☐ Extracts ☐ Soups / Broths ☐ Soya Sauce ☐ Tomato Sauce ☐ Vinegar

SPICES & ADDITIVES

☐ Baking Pwdr/Yeast ☐ Flavour/Colourants ☐ Food Supplements ☐ Salt ☐ Pepper ☐ Spices/Seasoning

READY-MADE MEALS

☐ Infant Food ☐ Pasta Dishes ☐ Prepared Meals ☐ Prepared Meat ☐ Prepared Seafood

POULTRY & EGGS

☐ Chicken ☐ Duck/Geese ☐ Eggs ☐ Prved. Poultry ☐ Turkey

RED MEATS

☐ Beef & Veal ☐ Game & Venison ☐ Lamb & Mutton ☐ Ostrich
☐ Pork ☐ Prved. Meat ☐ Sausages

SEAFOOD & AQUACULTURE

☐ Abalone ☐ Cape Hake ☐ Lobster ☐ Mussels ☐ Prved. Fish
☐ Sardines ☐ Squid ☐ Toothfish ☐ Trout

DAIRY PRODUCTS

☐ Butter / Fats / Oils ☐ Cheese / Curd ☐ Chocolates ☐ Dried Dairy ☐ Ice Cream
☐ Milk & Cream ☐ Flavoured Milk ☐ Yoghurt & Kephir ☐ Whey & Co-Product